



## **Petition from the city of Olympia – Initiate the process to recognize the Downtown Urban Core Alcohol Impact Area**

**Date:** April 24, 2013  
**Presented by:** Jo Ann Sample, Management Analyst  
Licensing and Regulation Division

### **Problem or Opportunity**

The city of Olympia has been unsuccessful in their initiative to mitigate the effects of chronic public inebriation (CPI) through a voluntary Alcohol Impact Area in the downtown section of the city. Board recognition will enable mandatory product restrictions within the geographic bounds of the Alcohol Impact Area, significantly improving the potential for positive change in the community. Absent board recognition the city's public safety initiative will devolve, resulting in increased drain on the city's law enforcement department, medical responders within the fire department, and community social service organizations.

### **Background**

In 2010 the city launched the "Downtown Project" which is a multidirectional approach toward creating a safe and welcoming environment for all users of downtown. One of the elements was establishing Best Management Practices (BPM) with Bar and Tavern owners. The aim of BPM was to prevent overservice, set minimum staffing levels based on the number of patrons, and increase communication. In addition, the city created the Downtown Ambassador Program (DAP) which increased the availability of social service referrals for Chronic Public Inebriants (CPI); they successfully referred over 2 dozen individuals in the first six months of the program.

March 13, 2012, the city adopted city ordinance number 6796 establishing the voluntary Downtown Urban Core Alcohol Impact Area. This action was the city's response to the citizens of Olympia, the Olympia Downtown Association, and the Parking & Business Improvement Area.

April 24, 2012, the city adopted city ordinance number 6803 amending ordinance number 6796. The banned product list was modified and the start date of the 6-month voluntary compliance period was modified to April 24, 2012.

January 15, 2013 the city adopted city ordinance number M-1792 declaring the 6-month voluntary compliance period completed, directed staff to prepare a petition to the WSLCB to recognize the Downtown Urban Core Alcohol Impact Area. The petition was hand-delivered to WSLCB January 18, 2013.

The geographical area in the City of Olympia described below is declared to be an Alcohol Impact Area as defined by WAC §314-12-215:

City of Olympia Alcohol Impact Area situated in Section 14, the Southeast Quarter of Section 15, the North half of Section 23, all of Township 18 North, Range 2 West, Willamette Meridian, Thurston County, Washington. The Alcohol Impact Area is generally depicted in the map set forth in Exhibit A and is more particularly described as being contained and bounded by the following described roadway corridors and includes all parcels of land adjacent to and fronting said roadway corridors:

BEGINNING at the intersection of Eastside Street and Olympia Avenue;  
Thence Westerly along Olympia Avenue to Marine Drive;  
Thence Northerly and Northwesterly along Marine Drive to D Avenue;



Thence Westerly along D Avenue to Market Street;  
Thence Southwesterly along Market Street to Corky Avenue;  
Thence Westerly along Corky Avenue to the Columbia Street;  
Thence Southerly along Columbia Street to State Avenue;  
Thence Westerly along the extension of State Avenue to the margin of Budd Inlet's West Bay;  
Thence Southwesterly along the margin of West Bay to 5th Avenue;  
Thence Easterly along 5th Avenue to Water Street;  
Thence Southerly along Water Street to 7th Avenue;  
Thence Easterly along 7th Avenue to Columbia Street;  
Thence Southerly along Columbia Street to 11th Avenue;  
Thence Easterly along 11th Avenue to Capitol Way;  
Thence Southerly along Capitol Way to 14th Avenue;  
Thence Easterly and Southeasterly along 14th Avenue and the I5 ramp to the intersection with Eastside Street;  
Thence Northerly along Eastside Street to the POINT OF BEGINNING

**Significant Action Timeline:**

- 2010 City launches the Downtown Project, a multidirectional approach to creating a safe and welcoming environment for all users of the downtown area.
  - Established the Best Management Practices (BMP) with tavern and bar owners to prevent overservice and promote public safety
  - Created the Downtown Ambassador Program (DAP) to provide customer service to all users of downtown. One aspect of this program is training the ambassadors to provide social service referrals
- March, 2012 City adopted Ordinance 6796 creating a voluntary alcohol impact area within the downtown urban core of the city of Olympia
- April, 2012 City adopted Ordinance 6803 amending the banned products list and changing the effective date to April 24, 2012
- January, 2013 City adopted Ordinance M-1792 to request mandatory recognition of the Downtown Urban Core Alcohol Impact Area

There are 8 active licensees in the Downtown Urban Core Alcohol Impact Area. For the preceding nine months the city and community group(s) actively sought voluntary compliance in the Downtown Urban Core Alcohol Impact Area. However, their efforts did not produce effective voluntary compliance.

**Recommendations**

The city, in partnership with the community, has demonstrated the efforts to obtain voluntary compliance in the Downtown Urban Core Alcohol Impact Area to the satisfaction of WAC 314.12. Staff recommends;

- The Board authorizes the public comment period during which the Licensing division will collect data and report to the Board at a future date to be determined.

Benefits	Drawbacks
<ul style="list-style-type: none"><li>• There can be more consistent enforcement activities</li><li>• Distributors and retailers can more easily comply with the amended list</li><li>• Monitoring of consumer activities will be more productive</li><li>• Assist the city in maximizing resources</li></ul>	<ul style="list-style-type: none"><li>• We may receive objections related to the negative economic impact</li><li>• Suppliers may object to their products being added to the list</li></ul>



### **Expected Results**

The Board's endorsement of this request will help maximize enforcement efforts, and improve the health and safety of the community.

### **Estimated Cost and Timeframe**

<b>Date</b>	<b>Activity</b>	<b>Current Status</b>
April 17, 2013	Present city's request for mandatory recognition to Executive Management Team	Completed
April 24, 2013	Present city's request for mandatory recognition to the Board	Pending
April 29, 2013	Open public comment period	Pending
May 24, 2013	End of public comment period	Pending
June 12, 2013	Present adoption recommendation issue paper to Executive Management Team for review	Pending
June 19, 2013	Present adoption recommendation resolution to the Board for final action	Pending
June 20, 2013	Distribute notice of Board's action	Pending
July 15, 2013	Effective date of new banned products, if approved	Pending

### **Funding Source**

Administrative funding expense will be absorbed into current appropriation

### **Stakeholder Impacts**

Identify **internal** stakeholders and get their feedback about how they might be affected.

<b>Stakeholder</b>	<b>Impacts (Political, Resource, Other)</b>
Director's Office	Political
Licensing	Resource
Enforcement	Resource
Human Resources	
Business Enterprise	
Administrative Services	
Information Technology	
Contracts Office	
Finance	

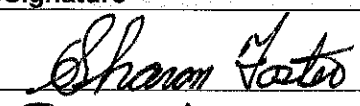
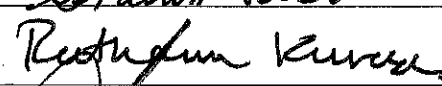

Identify **external** stakeholders get their feedback about how they might be affected.

<b>Stakeholder</b>	<b>Fiscal and Resource Impacts</b>
Washington State Agencies	N/A
Prevention	Resource
Industry	Resource
Vendors	Resource



**Acceptance**

We have reviewed this document and approve resources for project definition:

Approved by	Signature	Date
Name Sharon Foster Title Board Chair		5/3/13
Name Ruthann Kurose Title Board Member		4/24/13
Name Chris Marr Title Board Member		4/24/13



**Proposed Banned Products List**  
**City of Olympia Downtown Alcohol Impact Area**  
**Effective TBD**

<u>Manufacturer</u>	<u>Brand Name</u>	<u>Alcohol Content by Volume</u>
Anheuser Busch	Busch Ice	5.9%
Anheuser Busch	Hurricane High Gravity	8.1%
Anheuser Busch	Hurricane Ice Malt Liquor	7.5%
Anheuser Busch Inc	King Cobra Malt Liquor	6%
Anheuser Busch Inc	Natty Daddy	8%
Anheuser Busch Inc	Natural Ice	5.9%
Anheuser Busch Inc	Tilt – All Flavors	6% - 12%
Charge Beverage	Core 24 – All Flavors	6.9% - 12%
Charge Beverage Co	Axis	12%
Charge Beverages Co or Liquid Charge	Charge	6.9% - 8.5%
Cisco Wine Co	Cisco – All Flavors	13.5% - 20%
Colt Brewing Co	Blast – All Flavors	8% - 12%
Coors Brewing Co	Keystone Ice	5.9%
Drink Four Brewing Co	Earthquake High Gravity	8.1%
Drink Four Brewing Co	Four Loco – All Flavors	12%
Five Star Brewing Co Inc	Camo – All Flavors	6.3% - 10.7%
Five Star Brewing Co Inc	Camo 900 High Gravity Lager – All Flavors	9%
Five Star Brewing Co Inc	Camo Brewing Company – All Flavors	10.7%
G Heileman Brewing Co	Colt 45 High Gravity	8.5%
G Heileman Brewing Co	Colt 45 Ice	6.1%
G Heileman Brewing Co	Colt 45 Malt Liquor	6.1%
G Heileman Brewing Co	Schmidt's Ice	5.7%
General Brewing Co	Lucky Ice Ale Premium	6.1%
General Brewing Co	Lucky Ice Beer	6.1%
Labatt Brewing Co	Labatt Maximum Ice	7.1%
Mickey's Brewing Co	Mickey's Ice	5.8%
Mike's Hard Lemonade Co	Mike's Harder – All Flavors	8% - 9.9%
Miller Brewing Co	Miller High Life Ice	5.9%
Miller Brewing Co	Milwaukee's Best Ice	5.9%
Miller Brewing Co	Special 800 Reserve – All Flavors	6%
Night Train Limited	Night Train Express	17%
Olde English 800 Brewing Co	Olde English 800 High Gravity	8%
Pabst Brewing Co	Big Bear	7.5%



<u>Manufacturer</u>	<u>Brand Name</u>	<u>Alcohol Content by Volume</u>
Pabst Brewing Co	Olde English 800 – All Flavors	7.5%
Pabst Brewing Co	Pabst Ice Ale	5.9%
Premium Blend Co	Gino's Premium Blend – All Flavors	14%
Rainier Brewing Co	Rainier Ale	7.3%
Richard's Wine Co	Richard's Wild Irish Rose – All Flavors	13.9% - 18%
Rock Wall Brewing Co	Dog Bite – All Flavors	8% - 10%
Six Prong	Six Prong Red Wine	14.5%
Stroh Brewing Co	Bull Ice	8%
Stroh Brewing Co	Old Milwaukee Ice	5.9%
The 20/20 Wine Co	MD 20/20 – All Flavors	13% - 18%
The Plank Road Brewery	Ice House Edge	8%
The Steel Brewing Co	Sparks – All Flavors	6% - 8%
The Steel Brewing Co	Steel Reserve – All Flavors	8.1%
Thunderbird LTD	Thunderbird – All Flavors	13% - 18%
United Brands	Joose – All Flavors	6% - 12%
United Brands Co	Three Sum (3 Sum) – All Flavors	6%